

LUMINARY LABS

General Service Administration Federal Acquisition Service Authorized Federal Supply Schedule Price List

Schedule title

Professional Services Schedule: 00CORP

Contract number

GS-07F-015AA

Contract period

October 1, 2012 – September 30, 2022

Business size

Small Business

Luminary Labs LLC participates in GSA's Disaster Recovery and American Recovery and Reinvestment Act program.

Contractor

**Luminary Labs LLC
30 West 22nd Street, 6th Floor
New York, NY 10010**

Contractor's administration source

**Sara Holoubek
917-265-8371
sara@luminary-labs.com**

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About Luminary Labs

Luminary Labs is a full-service strategy and innovation consultancy serving Fortune 500, government, and nonprofit organizations.

Strategy

With roots in business planning, technology, innovation, and design, we serve as thought partners to leaders tasked with going beyond business as usual. Our networked culture allows us to punch above our weight, convening the right thinkers and doers to support our client's goals. Our work is thoughtful and considered, taking into account an organization's near- and long-term conditions for success, as well as the forces affecting its industry.

Agile execution

Smart slide decks are nice. Successful programs are even better. We help our clients "make it real" by standing up groundbreaking programs. Our role in execution is defined by the need. When fresh thinking is required, we lead execution or curate a best-in-class team. In other situations, we collaborate with existing partners and talent while transferring requisite competencies.

Open innovation

Our open innovation practice designs and produces large-scale prize competitions for both the public and private sector. We are well-known for pioneering a multi-stage challenge approach that shepherds the strongest solutions through an iterative process of refinement, closing the gap between concept and commercialization. Luminary Lightbox™, our proprietary open innovation platform, provides a white-glove experience for solvers, administrators, and juries.

Our open innovation clientele includes a number of federal agencies, including the U.S. Department of Education (ED), NASA (Center of Excellence for Collaborative Innovation, NASA Tournament Lab), Food and Drug Administration (FDA), The Department of Homeland Security (DHS), and the Department of Health and Human Services (HHS). Our full list of contracts can be found on page 4.

Open innovation practice

Luminary Labs challenges, 2011–2017

As of 2017, Luminary Labs has been charged with designing and developing 17 prize competitions, awarding over \$5 million in non-dilutive cash prizes and nearly \$2 million in non-monetary awards to the innovator community.

Our full list of contracts can be found below. All challenges are down-select unless otherwise noted.

Sanofi

Data Design Diabetes: Improving outcomes 2011	\$220,000
Data Design Diabetes: What matters most? 2012	\$220,000
Data Design Diabetes: Prove It! 2013	\$100,000
Collaborate Activate Challenge 2012	\$500,000
Collaborate Innovate Challenge 2013	\$100,000
Ignite Ideas Global Challenge 2013 (<i>Single-stage challenge</i>)	\$50,000

Janssen

Connected Care Challenge 2012	\$250,000
The Alzheimer's Challenge 2012	\$300,000

Merck

Merck Heritage Provider Network Challenge 2013	\$240,000
Alexa Diabetes Challenge 2017	\$250,000

Food and Drug Administration (FDA)

2014 Food Safety Challenge 2014	\$500,000
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U.S. Department of Education

Reach Higher Career App Challenge 2015	\$240,000
EdSim Challenge 2015	\$680,000
CTE Makeover Challenge 2016	\$200,000

Humanity United

Rethink Supply Chains 2015	\$400,000
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Robert Wood Johnson Foundation

The Mood Challenge 2016	\$500,000
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U.S. Department of Homeland Security

Hidden Signals Challenge 2017 (<i>Forthcoming</i>)	\$300,000
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Open innovation practice, cont.

Multi-stage challenges

We specialize in large-scale, down-select challenges, which often include user feedback, testing, and piloting stages to shepherd the strongest solutions through an iterative process of refinement. A hallmark of our approach is an accelerator period, which provides a subset of participants with nominal financial incentives, non-monetary resources, educational webinars, expert mentorship, and access to an in-person boot camp. The accelerator is designed to encourage continuous iteration through education and exercises in empathy-building, user testing, development of subject matter knowledge, rapid prototyping, and business modeling. For challenges that include a Demo Day, we also provide pitch support. For challenges that include a piloting stage, we provide technical assistance during the piloting stage.

Luminary Lightbox™

To complement our approach, we developed Luminary Lightbox™, our proprietary open innovation platform, which offers an elegant front-end interface for solvers, sophisticated back-end submission management for administrators, and a white-glove experience for judges. The platform is 508-compliant to meet the unique needs of our government partners.

The core functionality of Luminary Lightbox™ is described below.

Administrator functionality

Designed for the non-technical administrator, our platform allows the layperson to set up a challenge, determine its timeline, articulate the number of stages and steps, establish the judging rubric, invite reviewers or judges, conduct eligibility or compliance reviews, review all scores, and make additional asks of participants.

Solver functionality

Solvers can easily find, register for, and share our challenges. We emphasize a clean and elegant interface to attract solvers while clearly presenting critical information, such as criteria and terms and conditions. Upon submission, solvers identify team members, who are then also added to the database of solvers. The submission form itself allows for supporting files to be attached and requires that entrants confirm compliance with challenge rules, terms, and conditions. Solvers can save and edit their submission until the close of the open submissions period. Solvers also have a “My Challenges” view, which includes the status of all of their current and past submissions.

Reviewer or juror functionality

A distinguishing attribute of Luminary Lightbox™ is that it allows for numerous types of review, such as eligibility review, compliance review, legal review, judging, and IP management, including transfer and document requirements. All types of review can be batched or in aggregate, contingent upon the number of submissions and the size of the review team. All scores, notes, and documentation are saved in Luminary Lightbox™ for posterity.

Open innovation practice, cont.

Marketing & outreach

Over the past five years, we have proven that we can identify and reach new audiences—ranging from data scientists and food pathogen specialists to behavioral economists and startup CEOs—in limited time and with a high degree of success. We accomplish this through a tightly constructed, stage-specific communications plan, shifting messages and tactics as necessary throughout the challenge to generate high-quality submissions and widespread public awareness.

As a result, our federal challenges have exceeded expectations for qualified submissions and are frequently featured in national outlets such as the *Washington Post*, *U.S. News and World Report*, and *Forbes*.

Our team

Background & experience

We believe that a good consultant is made, not born. To that end, we cultivate team members and partners who earned their stripes as practitioners prior to advising others.

Hailing from organizations such as McKinsey, L'Oréal, and Goldman Sachs, we have deep roots in strategy, innovation, technology, communications, and design.

Specific to this schedule is the wealth of open innovation and challenge management experience our team brings to both the private and public sectors. We are fluent in the language of innovation, and are particularly energized by the thorny problems that matter.

Our marketing, design, and development teams honed their skills at top firms such as iCrossing, Organic, and Bond Street. Today, they are well-known for creating engaging, 508-complaint experiences that meet the needs of the broadest possible audience.

In addition to our full-time staff, our networked culture creates opportunities for our clients to tap into a broad and deep set of subject matter experts.

Information for ordering activities

1a Table of awarded special item numbers (SINs)

<i>Contract no.</i>	<i>SIN</i>	<i>Description</i>
GS-07F-015AA	541-4G	Challenges & competition services
GS-07F-015AA	541-5	Integrated marketing services
GS-07F-015AA	541-1000	Other direct costs
GS-07F-015AA	541-4GRC	Challenges & competition services / disaster recovery
GS-07F-015AA	541-5RC	Integrated marketing services / disaster recovery
GS-07F-015AA	541-1000RC	Other direct costs / disaster recovery

1b Lowest priced model number and price for each SIN

Not applicable

1c Hourly rates

See market rate sheet, pages 11–12.

2 Maximum order

\$1,000,000

*If the best value selection places your order over the Maximum Order identified in this catalog/ pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3 Minimum order

\$100

4 Geographic coverage

Domestic, 50 states, Washington, D.C., Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for order received from overseas activities

5 Point(s) of production

Not applicable

6 Discount from list prices

Prices listed are GSA net, discount deducted.

7 Quantity discounts

0%

Information for ordering activities, cont.

8 Prompt payment terms

Net 30 days

9a Government Purchase Cards

Accepted at or below the micro-purchase threshold.

9b Government Purchase Cards

Accepted above the micro-purchase threshold.

10 Foreign items

None

11a Time to delivery

To be determined at time of task order.

11b Expedited delivery

Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c Overnight and 2-day delivery

Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d Urgent requirements

Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12 FOB point

Destination

Customer information

13a Ordering address

Luminary Labs LLC
30 West 22nd Street, 6th Floor
New York, NY 10010

13b Ordering procedures

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14 Payment address

Luminary Labs LLC
30 West 22nd Street, 6th Floor
New York, NY 10010

15 Warranty provision

Standard Commercial Warranty.
Customer should contact contractor for a copy of the warranty.

16 Export packing charges

Not applicable

17 Terms and conditions of government purchase card acceptance

Any thresholds above or below the micro-purchase level

18 Terms and conditions of rental, maintenance, and repair

Not applicable

19 Terms and conditions of installation

Not applicable

20 Terms and conditions of repair of parts indicating date of parts price lists and any discounts from list prices

Not applicable

20a Terms and conditions of any other services

Not applicable

21 List of service and distribution points

Not applicable

22 List of participating dealers

Not applicable

23 Preventive maintenance

Not applicable

24a Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants)

Not applicable

24b Section 508 compliance

Information is available on electronic and information technology (eit) supplies and services and show where full details can be found. The eit standards can be found at www.Section508.Gov: Contact Contract Administrator for more information

25 DUNS Number

832920180

26 Notification regarding registration in system for award management (SAM) database

Registered and currently active

Market rate sheet

Effective as of 10/1/2017

SIN 541-4G, 541-5, 541-4GRC, 541-5RC

Labor category	Unit of issue	10/1/17–9/30/18	10/1/18–9/30/19	10/1/19–9/30/20	10/1/20–9/30/21	10/1/21–9/30/22
CEO	Hourly	\$604.53	\$622.67	\$641.35	\$660.59	\$680.40
Creative director	Hourly	\$428.21	\$441.06	\$454.29	\$467.92	\$481.95
Head of client services	Hourly	\$392.95	\$404.74	\$416.88	\$429.39	\$442.27
Client partner	Hourly	\$358.94	\$369.71	\$380.80	\$392.22	\$403.99
Senior strategist	Hourly	\$264.48	\$272.41	\$280.59	\$289.00	\$297.67
Strategist	Hourly	\$221.66	\$228.31	\$235.16	\$242.21	\$249.48
Senior analyst	Hourly	\$161.21	\$166.05	\$171.03	\$176.16	\$181.44
Analyst	Hourly	\$120.91	\$124.54	\$128.27	\$132.12	\$136.09
Design director	Hourly	\$392.95	\$404.74	\$416.88	\$429.39	\$442.27
Senior designer	Hourly	\$305.62	\$314.79	\$324.23	\$333.96	\$343.98
Designer	Hourly	\$209.90	\$216.20	\$222.68	\$229.36	\$236.24
Technical architect	Hourly	\$377.83	\$389.16	\$400.84	\$412.87	\$425.25
Information architect	Hourly	\$158.69	\$163.45	\$168.35	\$173.40	\$178.61
Senior developer	Hourly	\$293.87	\$302.69	\$311.77	\$321.12	\$330.75
Developer	Hourly	\$209.91	\$216.21	\$222.69	\$229.37	\$236.26
Subject matter expert, senior	Hourly	\$436.60	\$449.70	\$463.19	\$477.08	\$491.40
Subject matter expert	Hourly	\$305.62	\$314.79	\$324.23	\$333.96	\$343.98
Operations director	Hourly	\$240.13	\$247.33	\$254.75	\$262.40	\$270.27
Admin	Hourly	\$96.05	\$98.93	\$101.90	\$104.96	\$108.11
Senior editor	Hourly	\$196.47	\$202.36	\$208.44	\$214.69	\$221.13
Copywriter/editor	Hourly	\$130.98	\$134.91	\$138.96	\$143.13	\$147.42

Market rate sheet, cont.

Effective as of 10/1/2017

Other Direct Costs (ODCs) SIN 541-1000, 541-1000RC

Support product / labor (ODCs)	Unit of issue	Ceiling price rate (incl. IFF)
Public relations	Hourly	\$450.92
Audio/visual production & editing	Hourly	\$399.55
Audio/video equipment rentals	Per 3 hour increment	\$6,278.59
Video livestream	Annual subscription unlimited streaming (hours & viewers)	\$17,794.66
Auxiliary photographer	Per 8-hour day	\$1,712.34
Photo studio	Per 3000 sq. ft. per 12-hour day	\$18,835.77
Event venue rental before 3 pm	Flat fee for space before 3 pm	\$28,539.04
Focus group incentives and recruiting	Per 4 recruits	\$2,299.11
Event chairs, tables, and setup	Per 1000 people	\$13,898.51
Catering, beverage, and rental fees for 3 hour cocktail reception, includes venue rental after 3 pm	Per person	\$227.44
Signage and printing fees	Per 60 sq. ft.	\$715.90
Prize monies	Per challenge	\$680,000.00

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire 00CORP Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

Labor category definitions

Management

CEO

Functional experience

Responsible for providing strategic leadership for the company and across clients. Oversees all functions, including consulting services, design and insights, and operations. Provides executive support and guidance to the design and execution of open innovation competitions and client accounts.

Education / experience requirements

Master's degree with a minimum of 15 years of experience.

Head of client services

Functional experience

Oversees the entire client services staff and operations, and is responsible for the successful delivery of all client services. Provides strategic direction for all client work and deliverables, manages key senior management relationships, and resolves critical escalated issues.

Education / experience requirements

Master's degree with a minimum of 12 years of experience.

Labor category definitions, cont.

Client services

Client partner

Functional experience

Serves as the senior client advisor, leading the vision for the project and ensuring that the vision is translated into tangible programs that meet client goals. Ensures successful delivery of work, providing guidance to teams to ensure successful design, administration and execution of innovation competitions and client work.

Education / experience requirements

Bachelor's degree with a minimum of 12 years of experience.

Senior strategist

Functional experience

Serves as a client advisor. May lead the vision for the project, and is responsible for translating the vision into tangible programs that meet client goals. Oversees execution across multiple client engagements, including the design, administration and execution of innovation competitions and client work. Provides guidance and input to client deliverables.

Education / experience requirements

Bachelor's degree with a minimum of 10 years of experience.

Strategist

Functional experience

Serves as the day-to-day client partner, ensuring the delivery of the programs to meet client goals. Responsible for all project management needs and deliverables, leading a multi-disciplinary team to ensure flawless execution and high quality deliverables.

Education / experience requirements

Bachelor's degree with a minimum of 7 years of experience.

Senior analyst

Functional experience

Responsible for executing against key workstreams, owning project work plans and coordinating with a multi-disciplinary team to ensure flawless execution of deliverables and programs. May manage junior team members on select workstreams and often serves as project manager for open innovation competitions, working closely with the day-to-day client contact.

Education / experience requirements

Bachelor's degree with a minimum of 5 years of experience.

Analyst

Functional experience

Responsible for executing key work streams, owning project work plans and coordinating across a multi-disciplinary team to ensure flawless execution of deliverables and programs. May serve as project manager for open innovation competitions, working closely with the day-to-day client contact.

Education / experience requirements

Bachelor's degree with a minimum of 2 years of experience.

Labor category definitions, cont.

Design & insight

Creative director

Functional experience

Provides creative direction to all client work, in line with client goals. Leads a team of creatives to craft stories, ideas and solutions, ensuring that execution aligns with the creative strategy. Ensures all work quality is in line with, and exceeds, company and client expectations.

Education / experience requirements

Bachelor's degree with a minimum of 15 years of experience.

Design director

Functional experience

Leads and directs design work execution across multiple formats, including digital and print. Adept at translating complex subjects into compelling experiences. Responsible for conceptualizing creative solutions that support the strategic intent for open innovation competitions and client work.

Education / experience requirements

Bachelor's degree with a minimum of 10 years of experience.

Senior designer

Functional experience

Creates high quality deliverables across multiple formats, including digital and print, staying current with new techniques and trends. May manage designers.

Education / experience requirements

Bachelor's degree with a minimum of 7 years of experience.

Designer

Functional experience

Executes design work across multiple formats, including digital and print.

Education / experience requirements

Bachelor's degree with a minimum of 3 years of experience.

Subject matter expert, senior

Functional experience

Contributes meaningful expertise as an authority in a specific subject area. Translates knowledge and expertise to guide and inform client projects.

Education / experience requirements

Bachelor's degree with a minimum of 15 years of experience.

Subject matter expert

Functional experience

Contributes meaningful expertise as an authority in a specific subject area. Translates knowledge and expertise to guide and inform client projects.

Education / experience requirements

Bachelor's degree with a minimum of 10 years of experience.

Senior editor

Functional experience

Translates client goals into an editorial strategy and oversees the editorial process. Guides copy development and may directly edit deliverables.

Education / experience requirements

Bachelor's degree with a minimum of 10 years of experience.

Copywriter / editor

Functional experience

Develops and edits copy for client deliverables, including reports, web copy, articles. Can manage and upload content to content management systems.

Education / experience requirements

Bachelor's degree with a minimum of 5 years of experience.

Labor category definitions, cont.

Development

Technical architect

Functional experience

Leads and directs the development and maintenance of large-scale technical solutions. Oversees teams of developers and information architects to deliver leading-edge solutions.

Education / experience requirements

Bachelor's degree with a minimum of 10 years of experience.

Information architect

Functional experience

Leads the design of the display of information, such as sitemaps and wireframes, and responsible for nomenclature decisions.

Education / experience requirements

Bachelor's degree with a minimum of 5 years of experience.

Senior developer

Functional experience

Oversees the development of web-based solutions, from initial design through testing to completion. Capable of writing, programming, updating and maintaining code across a variety of web-based programming languages.

Education / experience requirements

Bachelor's degree with a minimum of 7 years of experience.

Developer

Functional experience

Supports the development of web-based solutions. Responsible for writing, programming, updating and maintaining code across a variety of web-based programming languages.

Education / experience requirements

Bachelor's degree with a minimum of 3 years of experience.

Operations

Operations director

Functional experience

Ensures full compliance with all contract requirements. Oversees administrative logistical support associated with client work.

Education / experience requirements

Bachelor's degree with a minimum of 10 years of experience.

Operations / admin support

Functional experience

Supports logistics associated with open innovation competitions and client work. Supports requirements associated with all contracts.

Education / experience requirements

Bachelor's degree with a minimum of 2 years of experience

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